

trades are generally comparable to those in retailing proper in cities like Smithfield, these qualifications are not too serious. Smithfield retail sales have been increasing steadily though at a decreasing rate since 1948. At about the same time the number of retail stores stopped increasing, and has actually decreased slightly since then. This indicates that there has been an increase in the average size of Smithfield stores, which is consistent with trends in the United States as a whole. The recent trends in the numbers and earnings of employees working in these stores also reflect the gradual shift to larger stores, more self-service operation, and more chain stores and fewer independent units, all of which would be expected from national trends. Smithfield is not substantially different in these respects from the rest of Johnston County. The next table shows that the chief difference between Smithfield and Johnston County as a whole, still considering all categories of retail stores together, is that Smithfield stores are larger. Since World War II Smithfield's retail sales volume has been around one-third of the County total, while only one-fifth of the individual store units in the County have been in Smithfield.

There are very substantial differences between different types of stores in sales volume trends and in the other statistics of the kind presented above. These differences are, of course, obscured in the aggregate figures discussed so far. We will now turn to a more detailed analysis of five types of retail stores. These five have been selected because together they include virtually all of the characteristics which differentiate the various types of retailing and commercial services which belong in downtown locations. Stores included in these five categories occupy about two-thirds of all of the retailing floor space in downtown Smithfield. Since they are both generally representative of and constitute a large proportion of downtown retailing as a whole, we can